

ABSTRACT OF THE DISCLOSURE

A consumer supplies personal information such as his/her name and merchandise to be purchased, recorded in his/her personal information terminal, to an information processing part of a store or a corporation such as a maker or a service provider through a connection interface provided on the store front or a network. The consumer receives advertisement related to merchandise and/or service responsive to his/her demand from the corporation, so that the personal information is effectively applied to business and industry. Thus, a personal information application system is so provided that each consumer can readily obtain advertisement of merchandise and/or service responsive to his/her demand and a corporation can readily obtain information about needs and trends of purchase of consumers.